

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – M/s Prathima Multiplex Private Limited, Karimnagar fixation of rate of admission as a single class for the (2) Screens at the Multiplex Complex – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 101

Dated:27-04-2010.
Read the following:

1. Representation. of Chairman M/s Prathima Multiplex Pvt. Ltd., Karimnagar. Dated:25-01-2010.
2. Govt.Memo.No.2985/Genl.A1/2010-1, dated 1-02-2010.
3. Proceedings No.C2.448/2010, dated 25-03-2010 of Joint Collector, Karimnagar.
4. From the Dist. Collector, Karimnagar Lr. No.C2/448/2010, dated 26-03-2010.
5. Govt.Memo.No.1924/M2/2010 M.A.&U.D., dated 30-03-2010.
6. From the Dist.Collector, Karimnagar Lr. No.C2/448/2010 dated 02-04-2010.

ORDER:

In the reference first read above, Chairman, Prathima Multiplex Private Limited, Karimnagar, has stated that Commercial Multiplex complex awarded by A.P.S.R.T.C., an undertaking of Government of Andhra Pradesh for the development pursuant to an agreement of Build-Operate-Transfer (Built Operate Transfer) Scheme. The Build Operate Transfer project is for a period of 30 years by which yearly revenues are also generated to A.P.S.R.T.C., in the form of license fees for the land given by the project and also for commercial operations. After the period of BOT the APSRTC will possess the entire complex.

2. He has also stated that Prathima Multiplex Private Limited, as a special purpose with a plan of two theatres and family entertainment centres has taken up the BOT project of A.P.S.R.T.C.. The Multiplex was constructed with state of art equipment. The Complex consists of two theatres, a shopping Mall, and a Hotel conforming to three Star category rating norms in the two tier city of Karimnagar stature is going to witness the Multiplex complex with latest trends, and state of art equipment the concept of Multiplex at a place like Karimnagar involved extensive investment for latest technology and sophisticated equipment.

3. Further he has also stated that the theatres are well equipped with luxury seating, latest acoustic arrangements for easy & comfortable reach escalators were also installed in addition to the capsule lifts. The entire Multiplex complex, consisting of two screens, shopping mall, hotel, food courts etc., is well equipped with latest sophisticated equipments. The theatres are thus equipped with single class of deluxe seats.

4. He has also stated that there were precedents wherein specific exemptions granted to multiplexes at Hyderabad for certain conditions regard classes of Cinema seats, for the purpose of fixing single rate of admission, with single class classification, in view of the technical arrangements that go

(Contd...2)

with multiplex. Further the Building Approving Authorities accorded approval for construction of two Cinema Theatres & Commercial Complex, a Hotel with a Three Star rating is constructed. Thus the two-tier city of Karimnagar recognized by Tourist Centre also. The concept of multiplex is brought to the city by Prathima Multiple Private Limited, with an endeavour to development technology supply chain, business development, marketing and entertainment. The entire gamut of operation involved a substantial investment.

5. In view of the circumstances explained above, that they have provided facilities with substantial investment as such they have requested the rate of admission to the Cinema halls/Screens in one single classification only @ Rs.100/ per head. In his further representation dated 17.2.2010, they have requested to permit them to screen five shows with timing from 10.00 A.M. to 1.00 A.M.

6. In the reference second read above, the District Collector, Karimnagar, has been addressed to examine the and furnish detailed report duly giving the justification if any for increased rate of admission over and above the Government approved rates viz-a-vis the extra facilities provide by the management.

7. The Joint Collector, Karimnagar, while enclosing the report of Revenue Divisional Officer, Karimnagar has stated that the Management, has applied for grant of license in terms of G.O.Ms.No.486 Municipal Administration & Urban Development(M1)Department, dated 07-07-2007, for (2)Screens Prathima Multiplex being constructed by them under Build Operate Transfer in Old Bus stand, Karimnagar. The Director General of Fire & Emergency Services, Hyderabad, has also issued No Objection Certificate for construction of multistoried building (Multiplex) on Build Operate Transfer basis.

8. Further he has also stated that according to Rule-3 of G.O.Ms.No.486, Municipal Administration & Urban Development (M1)Department, dated 07-07-2007, "Multiplex complex shall mean an integrated entertainment, and shopping centre/complex or a shopping mall and having atleast (3)Cinema halls/screens. On verification of report from the Revenue Divisional Officer Karimnagar, the multiplex constructed in the instant case consists of (2) Screens instead of (3) Screens. The Revenue Divisional Officer, Karimnagar, has requested to clarify whether license can be given on the basis of multiplex to the Prathima Multiplex – Karimnagar having (2) screens only instead of (3) screens or whether Form-B license can be given under Cinematograph Rules, 1970 treating them as independent theatres instead of Multiplex.

9. Accordingly Government in Municipal Administration & Urban Development Department have issued clarification vide Government Memo No.1924/M2/2010 Municipal Administration& Urban Development (M1)Department, dated 30-03-2010, permitting the Joint Collector, Karimnagar District, to consider M/s Prathima Multiplex Private Limited, Karimnagar, as Multiplex for the purpose of fixing of rate of admission to the Cinema Halls/Screens in one single classification, as the Government have already issued orders treating this as Multiplex vide Govt.Memo.No.4546/M1/2007 dated 18-05-2007.

10. In the meanwhile the Management of the M/s Prathima Multiplex Private Limited, Karimnagar has filed W.P.No.5968/2010, before the Hon'ble High Court of A.P.. The Hon'ble High Court which heard the case on 15-03-2010, has passed the interim orders in WPMP No.7698/2010, in W.P.No.5968/2010, directing the Respondent No.1 (Joint Collector), Karimnagar to reconsider the petitioners application for grant of licence in the

light of the prima facie opinion expressed in their order, and dispose of the same as early as possible. Accordingly the Joint Collector, Karimnagar has issued Form-B Licences for the Screen-I & Screen-II in M/s Prathima Multiplex Karimnagar vide his proceedings. Dated 25-03-2010.

11. Further In the reference fourth read above, the Joint Collector, Karimnagar based on the report of Revenue Divisional Officer, Karimnagar have confirmed all the items explained including the Fire fighting installations, and the extra facilities provided by the Management to the Cine goers are indicated below:

12. Extra facilities provided by the Management of M/s Prathima Multiplex Complex, Karimnagar to the Cine goers.

1. Luxurious interiors of international standards with fully air- conditioned auditoriums and lobby.
2. Push carpeting in the auditoriums.
3. State of the art LCD screens in the box office and F&B counter displaying information for customers.
4. Comfortable stadium style high back seating with a seat width of 22" with comfortable leg space between the rows.
5. Auto flush toilet facility with high levels of hygiene in the multiplex and rest rooms through constant house keeping efforts.
- 6.. Inherently fire retardant seat fabric and drapes.
7. Multiple security check equipments to ensure safe and secure environment in the cinemas.
8. LED lights on every steps rises in the auditorium seat lights as well as exist signs on invertors.
- 9.. Xenon console with the platter system.
10. Efficiently designed acoustic system in two auditoriums, providing patrons with a superior sound quality.
11. Digital sound system with Dolby and DTS in two screens.
12. Computerized ticketing facility allowing patrons, purchasing ticket internet to collect their booking such as SMS booking, home delivery etc., the process of booking tickets easy and convenient for customers.
13. 1 No. automatic escalator along with two lifts for an easy entry into the theatres.

13. The District Collector, Karimnagar, has stated that Form-B licence was issued to M/s Prathima Multiplex Private Limited, Karimnagar, treating it as Multiplex. as per the directions issued by the Hon'ble High Court of Andhra Pradesh, in W.P.M.P. No.7698/2010, in W.P.No.5968/2010. Accordingly the fixation of seats in Form-B License in each screen is done, as per the

(Contd...4)

G.O.Ms.No.175 General Administration (I&PR)Department, dated 02-04-2005. The Rule 4(f) under said G.O. stated that “the exhibitors shall increase the seating capacity in the cinema halls in the last classes by 20% of the total seating capacity if the theatre is having three or four classes and 30% if the theatre is having only two classes”.

14. He has also stated that report for enhancement of rate of admission was submitted to Government for Rs.100/- for all seats vide Letter dated 02-04-2010. Subsequently the Government has issued clarification to permit the Joint Collector to consider M/s Prathima Multiplex Private Limited, Karimnagar as Multiplex for the purpose of fixing of rate of admission to the cinema halls /Screens in one single classification as the Government have already issued orders treating this as Multiplex vide Govt. Memo. dated 18-05-2007 of Municipal Administration.& Urban Development Department.

15. The following are the proposed rates of Admission in M/s Prithima Multiplex Private Limited, Karimnagar.

The Statement showing Screen-wise, class-wise and rates of admission are indicated below:

Name of Screen	Class Accommodation	Maximum No. of persons permitted as per B-Form Licence	Rate of admission as per B-Form Licence	Maximum No. of persons permitted requested by management	Rates of admission requested by management
Screen-I	Deluxe	252	Rs.50/-	360	Rs.100/-
	Common	108	Rs.10/-	Treating as single class	
	Total	360		360	
Screen-II	Deluxe	252	Rs.50/-	360	Rs.100/-
	Common	108	Rs.10/-	Treating as single class	
	Total	360		360	

16. In compliance with the High Court Interim orders in W.P.M.P. No.7698/2010 in W.P.No.5968/2010 filed by M/s Prathima Multiplex Complex, Karimnagar. The Joint Collector, Karimnagar has issued Form'B' Licence fixing the rates as Rs.50/- and Rs.10/- categorizing the entire seats into two Classes. Aggrieved by the action of the Joint Collector, Karimnagar, the Management of M/s Prathima Multiplex Complex, Karimnagar have submitted an appeal for fixation of rates of admission at the rate of Rs.100/- as a single classification for the Mulpex Screen-I & II.

17. But in the instant case, M/s Prathima Multiplex Private Limited, with a plan of two theatres, and family entertainment centres has taken up the **Build-Operate-Transfer Project of APSRTC** having Shopping Mall, and a Hotel conforming to three Star category rating norms. The Theatres were well equipped with luxury seating, latest acoustic arrangements for easy & comfortable reach escalators were also installed in addition to the capsule lifts, and also with food courts, and is well equipped with latest sophisticated equipments. Thus a customer is served under one roof with various amenities to reflect the current market realities and response. The theatres equipped with single class of deluxe seats.

(Contd...5)

18. In the course of examination of the appeal of the Management of M/s Prathima Multiplex Complex, Karimnagar an opportunity of hearing was given to the Management on 22-04-2010 before the Appellate Authority. The case was heard and attended by its Managing Director, M/s Prathima Multiplex Complex, Karimnagar who has briefed the case to the Appellate Authority.

19. Government after examination of the above request in exercise of the powers conferred under Section 12 of A.P. Cinemas(Regulation) Act, 1955, and in rule (c) of sub-rule 3 of rule 11 (B) of Andhra Pradesh Cinemas (Regulation)Rules, 1970 hereby allows enhancement of rate of admission and also keeping in view of the concept of Multiplex Theatres, hereby allow special maximum rate of admission of Rs.75/- (Rupees Seventy five only) to M/s Prathima Multiplex Complex Theatre 2-Screen Complex i.e., Screen 'one', and Screen 'two', treating all the Seats in each Screen as a single class of admission at Karimnagar, as the project is under (BOT) with A.P.S.R.T.C. The Management is also permitted to screen (5) five shows per day between 10:00 A.M. and 1:00 A.M. in relaxation of Rules.

20. The Joint Collector & Licensing Authority, Karimnagar is directed to thoroughly inspect the facilities mentioned under para 12 above, during his periodical half yearly inspections and in case any deficiency is found in the said facilities the same may be reported to Government so that action will be taken by the Government to automatically withdraw the enhanced rate of admission accorded in para 19 above.

The District Collector, Karimnagar is requested to incorporate the rates and class of admission in the Form-B Licence of M/s Prathima Multiplex Complex, Karimnagar.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY MISRA,
PRINCIPAL SECRETARY TO GOVERNMENT

To
The District Collector, Karimnagar.
The Joint Collector & Licensing Authority, Karimnagar.
(along with records of M/s Prathima Multiplex Complex.
Karimnagar).
The Management M/s Prathima Multiplex Complex, Karimnagar.
Copy to :
The P.S. to M(Cinematography)
The P.S. to Principal Secretary, Home(Prisons).
SF/SCs.

//FORWARDED:BY ORDER//

SECTION OFFICER.

